

Boston

Brand Guidance

Version 1.0



Brand Presentation / Logos





Brand Presentation / Black and White





Brand Presentation / Logos





Alternative shield logo for use when space is at a premium

Brand Presentation / Black & White





Alternative shield logo for use when space is at a premium

Primary Typeface
Human Sans Medium

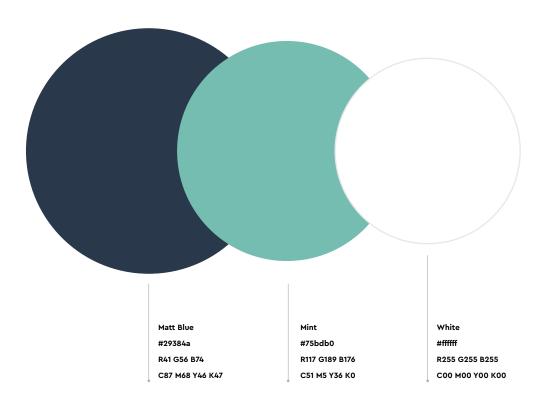
BOSTON
Pack my box with
five dozen liquor jugs

Secondary Typeface

Argesta

Pack my box with five dozen liquor jugs

Primary Colour Palette

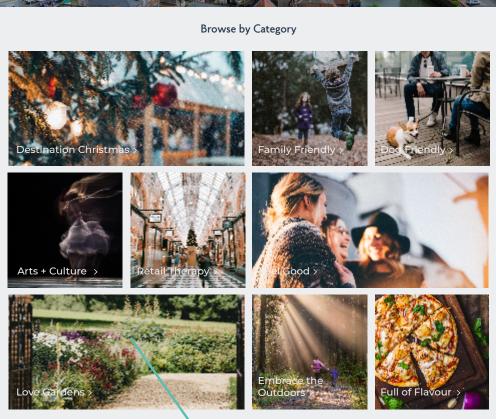


Additional complementary colour palette only for heritage and outdoor themed comms



Brand Presentation / Web 8





WELCOME TO

Boston

Welcome to Boston; a lively historic port and market town located on the River Witham, joining the North Sea at a part of the coast known as 'The Wash'.

There's a fantastic selection of places to stay in and around Boston, Lincolnshire catering for all tastes and budgets.





Events

C-- All





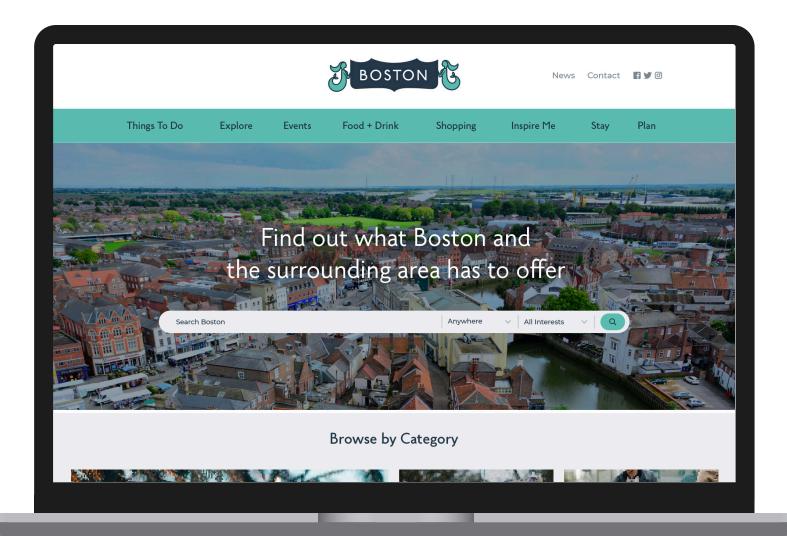


More Details





Brand Presentation / Web



Brand Presentation / Illustation



Boston skyline styling